



## Anti-Energy Efforts to Halt Natural Gas Development & Pipeline Transport

APGA Winter 2019  
Cape Coral, FL

## **~280 Affiliate Members**

Every aspect of economy  
65% are consumers

## **~550,000 Individual Members** from across the U.S.

## **8 Chapters + National**

CEA-AK, CEA-FL, CEA-TX, CEA-Northeast, CEA-Southeast,  
CEA-Midwest, CEA-Mid-Atlantic, CEA-Rockies

## **Organization**

Advocacy Campaign-focused, outside capitals where long-term energy fights are occurring

## **Broad Membership**

Farmers, manufacturers, transportation, plastics, labor, local chambers, small businesses, families

# CONSUMER ENERGY ALLIANCE KEY INITIATIVES



## CAMPAIGNS



## MESSAGING



Families &  
Small Businesses



Non-partisan



Environmental  
Protection



Energy Solutions

## EVENTS

Future of Electricity Forum  
Keynote The Honorable Rick Perry



NM for Affordable Energy Panel



Energy and Labor Forum 2018  
Congressman Dan Crenshaw



## ENERGY DAY



Hosted in Houston  
and Denver with nearly  
35,000 attendees



Since 2011, over \$105,000 in  
financial rewards to students



Over 180 exhibitors &  
community partners

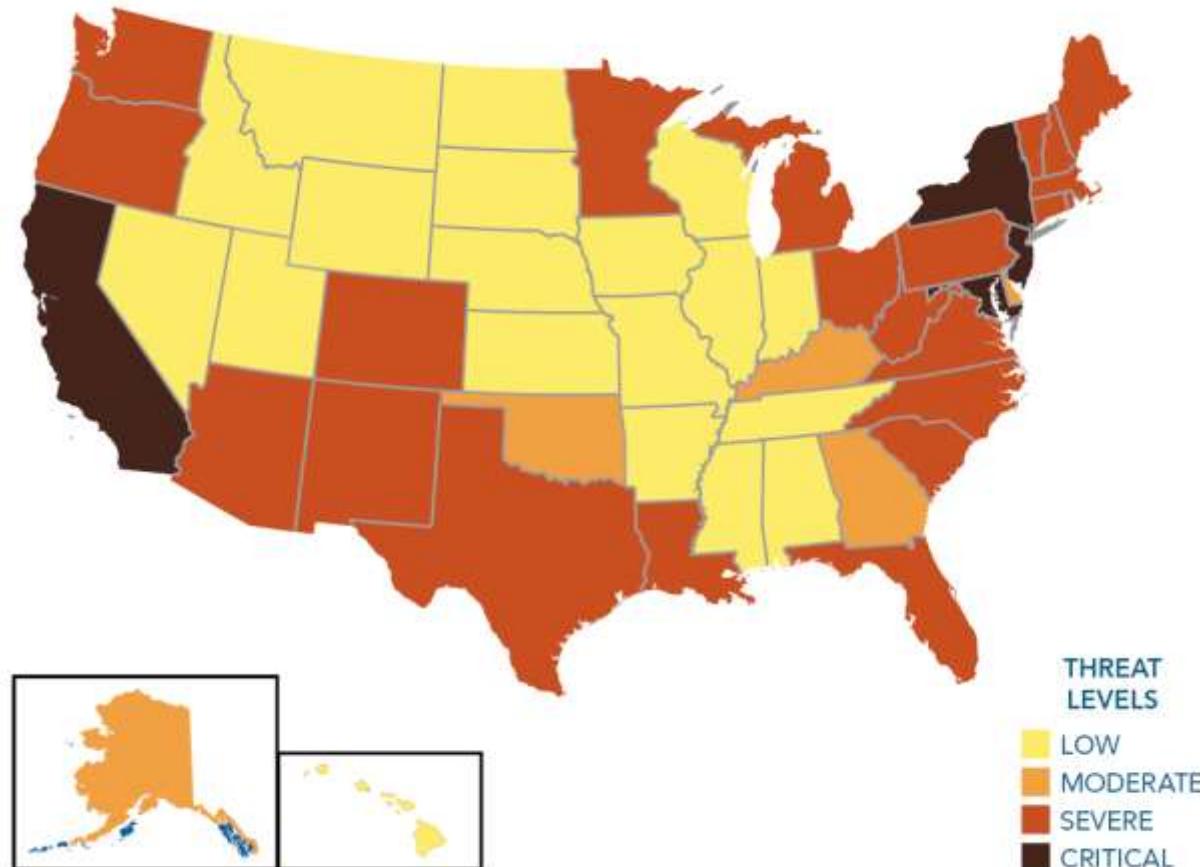
**Clear, Well Funded Mission**

**Long-Term Approach**

**Advocacy Campaign(s)**

**Heat Map Ranking:**

- \$ more than \$1.5M/year
- Multiple targeted Local/Regional Campaigns
- Targeted, aggressive efforts designed to intimidate local/state politicians and public
- Coordinated media efforts/messaging





## Goals

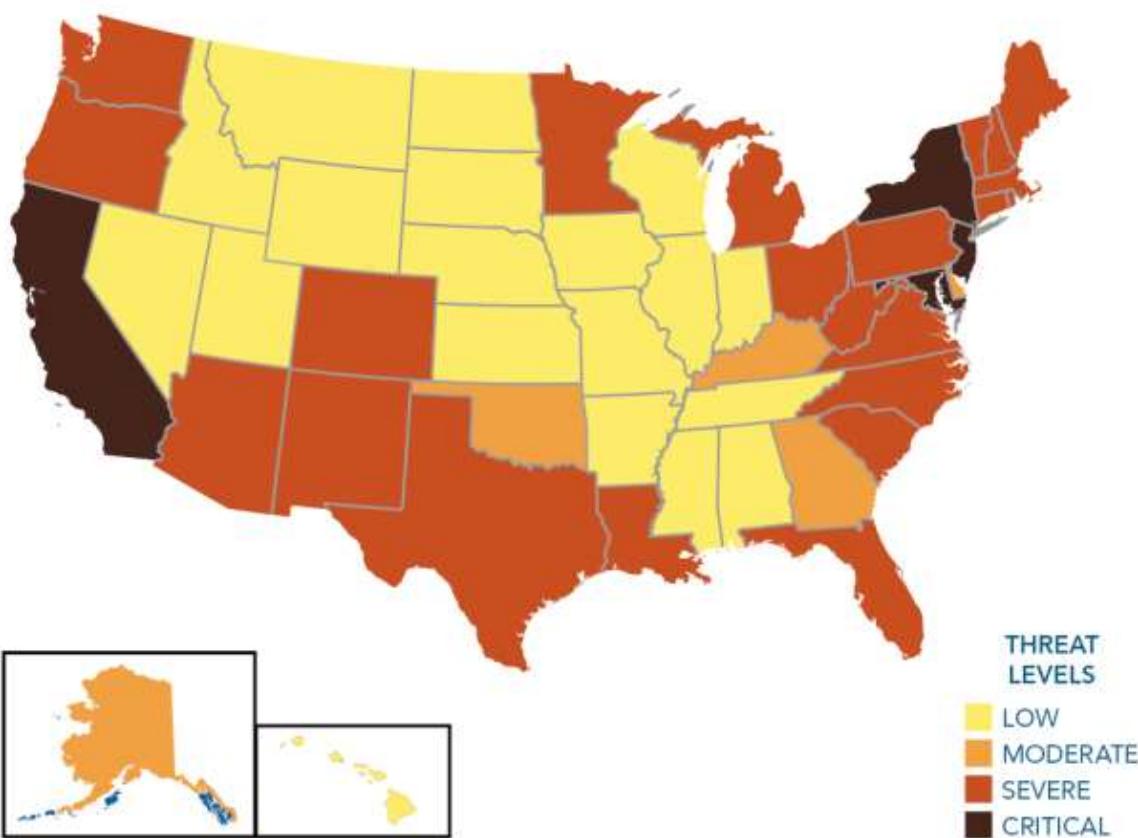
- Block (or significantly delay) development/transport of oil and natural gas

## Strategies

- Block federal permits
  - Block state permits
  - Block infrastructure

## Tactics

- Protests
  - Regulations/Legislation/ Ordinances
  - Lawsuits
  - Social media pressure
  - Direct Advocacy
  - Communication/Messaging



## Climate Change / Environment

“Science has spoken: the path to a sustainable future for people, wildlife, and the climate does not include fossil fuels.” – Greenpeace USA

## Safety

Offshore drilling is unsafe for workers and the environment. Accidents and tragedies occur regularly.

## Social Justice

“Most fence-line communities in the United States are low-income individuals and communities of color who experience systemic oppression such as environmental racism.” - NAACP

## Politics

“Reward” anti-energy officials and “punish” (actively campaign against, harass) candidates or officials who support energy development and infrastructure.



## Challenges

- “Fracking Deters Water Quality”
- After an original OH Community Bill of Rights that focused on a general fracking ban failed, groups have shifted focus and found success in establishing a bill of rights for nature
- Push for 100% clean energy city initiatives including Pittsburgh and Columbus

## CEA Response

- Released Energy Economics reports highlighting consumer savings from natural gas production
- F2F meetings @ local level (stakeholders and elected officials)
- Business and Labor coalition
- Tri-State Appalachia collaborative effort





# Challenges

- Focus on all Anti-Trump initiatives including establishing a link between oil and gas and the border wall
  - “O&G impacts immigrants and communities of color”
  - Efforts in putting pressure on industry and supporting industries by protesting at offices and showing up at executive homes

## CEA Response

- Released Energy Economics report citing ~\$60B in consumer natural gas savings
  - Pro-energy pledges from elected officials
  - Energy and Labor Forum discussing energy development, infrastructure, and jobs



## Challenges

- Focus on mineral rights laws and seeking political support from House Speaker KC Becker and Senate Majority Leader Steve Fenberg on setbacks.
- Targeting specific elected officials who have supported O&G.
- Emotional scare tactics; focus on danger to homes and children

## CEA Response

- Released Energy Economics reports citing natural gas savings to consumers
- Western States and Tribal Lands initiative
- Energy and Manufacturing Forum with elected officials and stakeholders, including U.S. Representative Tipton
- “Know the Value” Campaign



## Challenges

- New York agreed to the “Green New Deal” pledge; other northeast states expected to follow suit including Massachusetts
- Groups introducing Pennsylvania’s environmental rights amendment to pressure elected officials to stop environmental destruction and curve climate change

## CEA Response

- Released a report on the extreme costs of winter home heating
- Media campaign surrounding the harsh winters and LNG imports from Russia rather than using the Appalachian gas
- *Power On New England*—media campaign understanding the importance of natural gas infrastructure



## Challenges

- Consistent and long-term pressure on Governor Northam and DEQ to stop or pause permits for MVP and ACP.
- With the delay of MVP mid 2018 that caused layoffs, groups called it a success and push for more worker layoffs
- Temporary tree-sits were mobilized to cause delays and create a narrative that forest security detail and industry lack compassion by not offering aid/support.

## CEA Response

- Pro-energy pledges from elected officials
- Pro-jobs, pro-infrastructure messaging and communications
- Working with non – traditional allies to engage in pipeline discussion and participate in meetings



## Challenges

- Following a physical altercation with Louisiana Governor security detail July 2018, BBP protesters developed a higher active social media engagement that helped increase support and funding
- BBP protesters mobilizing opposition in Texas to cause disruption at industry offices and high executive homes
- LA groups challenge oil and gas companies in court for environmental racism

## CEA Response

- Address anti-development rhetoric using traditional media and online communications
- Collecting pro-energy pledges from elected officials



## Challenges

- Indigenous population continue emphasizing lack of support for treaties and rights (post Standing Rock)
- Minnesota legislators introducing bill to enact a task force to eliminate epidemic of missing and murdered indigenous women which groups have linked to “man camps”
- Youth groups recently met with Governor Walz to introduce a state “Green New Deal” to include stopping all new fossil fuel infrastructure

## What CEA is doing

- Help lead participation in pipeline comment periods and hearings (Line 3, Line 5, ME2)
- “Modernizing Minnesota” campaign
- Energy and Manufacturing forums to educate stakeholders and elected officials on the importance of infrastructure
- Media campaign discussing the benefits of natural gas infrastructure
- Partnering w/ labor educate elected officials on energy



Power Shift Network Retweeted  
Evan Frost @efrostee · Sh  
As the commission nears a vote, a woman leaves the room and tells the commission: "You have just declared on the Ojibwe people." #line3  
@lurenoformp

# Lessons Learned

## Play Offense

Move toward *campaign advocacy*, not just legislative advocacy.

## Anticipate

Assume every project will face opposition. Be early!

## Stay on Message

- Avoid arguing on “their” turf
- We are ALL environmentalists – U.S. environmental record is leading the world
- Without actual energy solutions, U.S. economy and fixed income demographics suffer

## Multiple Voices

MSC leading voice for producers; partner with CEA for “consumers, families and business” to out flank and amplify

## **CEA Messaging Pillars**

Families &  
Small  
Businesses

Non-Partisan

We agree...  
protect the  
environment

Energy  
Solutions